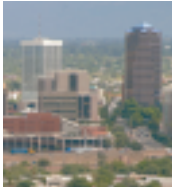


More Sports, More Entertainment, More Fun



A feasibility study for the arena is currently being prepared by Conventions, Sports & Leisure International. CS&L is a leading international consulting firm that specializes in the planning, development and operations of arena facilities. The firm's research will lead to specific recommendations about the proposed arena's optimum size, operational features and the activities to be held there.

CS&L's findings will be shared with Team Zocalo when the study is complete, and the information will be used as part of the foundation for their proposal. Team Zocalo's development proposal will then be submitted to the City's Mayor and Council for consideration early in 2005.

**If the plan is approved, a new Downtown arena could open its doors to local concertgoers and sports fans in 2008.**



For more information about Downtown Tucson and the Río Nuevo revitalization plan, please call the Río Nuevo Project Office at (520) 791-5580 or visit our website at [www.rionuevotucson.com](http://www.rionuevotucson.com).

TUCSON CONVENTION CENTER  
260 S. CHURCH AVE. • (520) 791-4101  
[www.tucsonconventioncenter.org](http://www.tucsonconventioncenter.org)



a new  
downtown  
arena

A modern arena anchors the sports and entertainment district of nearly every thriving Downtown, and Tucson is the largest American city without one. Our current arena is over 30 years old and badly out-of-date, which means it doesn't attract the events – both in terms of quality and quantity – that our community wants and deserves.

**“A new arena would mean new revenue streams, better event attendance and more top-quality entertainment and sporting events Downtown. Annual attendance could double from 250,000 to 500,000.”**

— RICH SINGER, Director, Tucson Convention Center

A larger, modern arena would solve that problem, helping attract top-notch sporting events and entertainment to Tucson. It would also help revitalize our Downtown by drawing tens of thousands of residents to the city center where they would also shop, dine, sightsee and play.

## An Arena To Meet Our Needs

Right now, Tucson's arena is being used about 154 days a year, and half of that time it is used as an exhibit space. In other words, half the time we are not using our arena as an arena. The reason is that our facility is dated and lacks the necessary features for success – features that have become standard throughout the country since our arena was built three decades ago.

## What Would Our New Arena Look Like?

A new arena in Downtown Tucson would have an attractive new exterior, plus improved seating, dressing rooms, concession stands and pre-game buffet areas. It would have hospitality suites, sponsorship opportunities and naming rights – features that could bring in as much as \$2 million per year in additional revenue that would help pay for the arena, none of which is being raised today.

## Where Are We Now?

The City of Tucson and Río Nuevo team are carefully evaluating options and gathering citizen input to create a plan for an arena that's economically sustainable and right for Tucson.

A team of leading designers, planners and contractors has been selected to create Tucson's new arena. Called Team Zocalo, it comprises some of the top national firms in arena development.

**team zocalo**  
Garfield Traub, Stafford Sports LLC,  
HNTB & Durrant, Barton Malow,  
Sundt Construction, SMG, Piper  
Jaffray, Bourn Properties LLC

